The Influence of Service Quality, Price and Delivery Accuracy on Customer Satisfaction at PT YZ

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ABSTRAK

Penelitian ini merupakan upaya untuk secara sistematis mengidentifikasi dan menganalisis faktor-faktor yang memengaruhi kepuasan pelanggan di PT YZ di Pulau Jawa. Faktor-faktor tersebut termasuk kualitas pelayanan, harga, dan ketepatan pengiriman. Metode penelitian yang digunakan adalah kuantitatif, yang memungkinkan pengukuran yang lebih objektif terhadap variabel-variabel yang diteliti.Penelitian ini menggunakan metode pengambilan sampel Slovin, menghasilkan 146 distributor sebagai sampel. Data dikumpulkan melalui kuesioner dengan skala Likert. Non Probability Sampling digunakan sesuai dengan karakteristik populasi yang relevan. Analisis dilakukan dengan regresi linier berganda menggunakan SPSS versi 25. Hasil menunjukkan variabel kualitas pelayanan dan harga tidak signifikan terhadap kepuasan pelanggan, Namun, variabel ketepatan pengiriman berpengaruh signifikan terhadap kepuasan pelanggan, hal tersebut menandakan perannya yang penting dalam meningkatkan kepuasan pelanggan di PT YZ.

Kata Kunci : *kualitas pelayanan, harga, ketepatan pengiriman, kepuasan pelanggan.*

ABSTRACT

This research is an effort to systematically identify and analyze the factors that influence customer satisfaction at PT YZ on the island of Java. These factors include service quality, price, and delivery accuracy. The research method used is quantitative, which allows a more objective measurement of the variables studied. This research used the Slovin sampling method, resulting in 146 distributors as samples. Data was collected through a questionnaire with a Likert scale. Non Probability Sampling is used according to the relevant population characteristics. The analysis was carried out using multiple linear regression using SPSS version 25. The results showed that the service quality and price variables were not significant on customer satisfaction. However, the delivery accuracy variable had a significant effect on customer satisfaction, indicating its important role in increasing customer satisfaction at PT YZ.

Keywords : *service quality, price, delivery accuracy, customer satisfaction.*

INTRODUCTION

Business and enterprise competition is more strict which requires having an advantage in order to be able to compete and endure in the business world. PT YZ is a company operating in the fields of transportation, distribution, construction, and manufacturing, which supports PT X to send their products to consumers. PT YZ is required to optimize service quality, in order to gain profits for the company and customer satisfaction. Not just supportive PT X, PT YZ also supports the delivery of cement products from the Semen Indonesia subsidiary.

In previous years PT YZ used a contract system for delivery income. Then the system changes to become a partner for naming customers who purchase delivery services. With this change in system, there has been quite a high increase, compared to previous years.

Even though PT YZ supports the delivery of cement products, not all subsidiary cement companies use delivery services from PT YZ. Likewise with PT YZ, when there are no cement deliveries, the company can rent trucks to outside parties to make deliveries.

Tjiptono, (2016) feels that providing high-quality services involves both meeting the needs and wants of the customer and ensuring that the delivery is accurate or appropriate in relation to

the expectations of the customer. When it comes to service quality in running a service business, the service must have good quality so that it can meet expectations and needs of customers.

Indrasari, (2019)The value stated in rupiah is the price. However, in other situations, the buyer's payment constitutes the price. In this instance, a seller might set himself apart from rivals via pricing.

Suprayitno et al., (2024) timeliness is the delivery or delivery of goods or materials in a certain amount and at the right time to a certain location at a cost minimum Possible. Evaluation criteria, if applicable, will include production capacity, on-time delivery capability, and the supplier's historical distance from the company.

Kasmir, (2017) contends that a customer's evaluation of the utilization of products and services, compared before utilizing them, is what determines their level of satisfaction. According to Valentino & Surianto, (2022) customer satisfaction is an evaluation of the surprise that is inherent or inherent in obtaining a product or consumption experience. Customers will assess whether they are satisfied with the company's services by looking at the quality of the company's services, how long it takes for the goods to arrive at their destination safely without defects, and at a price that is cheap enough to send the goods to their destination.

Previous research has delved into the multifaceted realm of customer satisfaction, elucidating its nuanced determinants such as service quality, pricing, and the punctuality of deliveries. For instance, in a study conducted by Dicaprio et al. (2020), employing a Random Sampling methodology, The results emphasized how crucial service quality is in influencing customer contentment, alongside the significant impact of timely delivery on fostering positive customer experiences. Similarly, Nasution & Fitri (2023), utilizing Purposive Sampling techniques, corroborated these insights, revealing a noteworthy correlation between the timeliness of deliveries and service quality with customer satisfaction, elucidating a symbiotic relationship therein.

Suhardi et al. (2022), employing a quantitative approach coupled with an associative method, further enriched the discourse by exploring the interconnectedness of these variables in influencing customer satisfaction. The results of the study conducted by Syerlina et al. (2022) revealed that consumer satisfaction is influenced by various factors, particularly those associated with pricing and service quality. Through the utilization of multiple regression analysis, the researchers demonstrated that both the variables of 'price' and 'service quality' exerted a partially positive and statistically significant impact on customer satisfaction.

The study conducted by Juniariska et al. (2020) utilized a comprehensive approach, employing multiple linear regression analysis to delve into the intricacies of the relationship between various factors and customer satisfaction. Their findings revealed several key insights: firstly, that variables such as service quality, delivery rates, and timeliness collectively wield significant influence over customer satisfaction. Secondly, it was observed that an enhancement in service quality specifically contributes to heightened levels of customer satisfaction. Lastly, the analysis underscored the significant impact of timeliness on customer satisfaction, emphasizing its crucial role in shaping overall customer experience. In order to assess customer satisfaction levels, this investigation takes into consideration various factors, including but not limited to the quality of service provided, the associated costs, and the efficiency in delivering services punctually. The research in question was conducted within the premises of PT YZ.

With the previous brief explanation, the aim is to explain the variables of service quality, price and delivery accuracy which influence customer satisfaction. The researcher undertook a study titled "The Influence of Service Quality, Price, and Delivery Accuracy on Customer Satisfaction at PT YZ" in light of the background information provided above.

METHODS

In this research endeavor, quantitative methodologies will be employed as the primary means of data acquisition. The focal point of data collection will center around PT YZ, situated at the address: Jl. Veteran No. 129, Kb. Dalem, Sidokumpul, Kec. Gresik, Kab. Gresik, East Java. The scope of the study encompasses the entirety of distributors who have availed themselves of cement deliveries facilitated by the transportation services offered by PT YZ. The study's population consists of 229 distributors registered in the PT YZ system. Employing the Slovin formula, a sample size of 146 distributors registered with PT YZ will be utilized for the study.

The sampling approach employed in this study is non-probability sampling, which diverges from random selection and instead relies on the researcher's subjective judgment to determine the composition of the sample. In this study, data collection is facilitated through the distribution of an online questionnaire randomly. The analysis technique employed involves multiple linear regression. The process of completing the questionnaire commences with participants carefully reading each statement and selecting the answer option that most aligns with their considerations. Subsequently, they are encouraged to ensure that all items are completed before submitting their responses. The respondent is required to select one option from a set of answer choices provided in the response options. Subsequently, the data, accumulated from numerous respondents, underwent analysis via SPSS 25 software to ascertain the outcomes of the research.

RESULTS

Characteristics Respondent

Table 1. Characteristics Respondent

	Criteria	Amount	Presentase (%)
Gender	Male	115	79%
	Female	31	21%
Age	20 to 30 ages	81	56%
	30 to 40 ages	50	34%
	>40 ages	15	10%

Source: Data processed from SPSS vr.25

Instrument Test

Validity Test Results

The validity test serves the purpose of assessing the degree to which an item accurately captures the intended construct. It involves scrutinizing how precisely an item aligns with its targeted measurement. This evaluation entails comparing the calculated correlation coefficient (r count) with a predetermined threshold (r table) to ascertain if a substantial relationship exists. If the calculated correlation coefficient exceeds the established threshold (r count > r table), the item is deemed valid. In the context of this study, 146 respondents were involved in conducting this validation assessment.

Table 2. Validity Test Results

Variable	Item	rcount	rtable	Details
Service Quality (X1)	X1.1	0.584	0.161	Valid
	X1.2	0.622	0.161	Valid
	X1.3	0.648	0.161	Valid
	X1.4	0.607	0.161	Valid
	X1.5	0.565	0.161	Valid
Price (X2)	X2.1	0.689	0.161	Valid
	X2.2	0.742	0.161	Valid
	X2.3	0.695	0.161	Valid
	X2.4	0.623	0.161	Valid
Delivery Accuracy (X3)	X3.1	0.719	0.161	Valid
	X3.2	0.750	0.161	Valid
	X3.3	0.782	0.161	Valid
Customer Satisfaction (Y)	Y.1	0.669	0.161	Valid
	Y.2	0.656	0.161	Valid
	Y.3	0.658	0.161	Valid
	Y.4	0.739	0.161	Valid

Source: Data processed from SPSS vr.25

The study employed various items, each of which demonstrated coefficients exceeding the threshold set by the r table (r count > 0.161) within the SPSS version 25 analysis. This suggests the authenticity of all items based on the statistical findings presented.

Reliability Test Results

Tthe questionnaire is commonly employed within reliability tests to evaluate the consistency or sensitivity of a measuring instrument. In such assessments, the Cronbach's Alpha value of a variable serves as a pivotal indicator. If this value exceeds 0.60, it signifies a level of reliability that meets acceptable standards.

Table 3. Reliability Test Results

Variable	Cronbach's alpha
Service Quality (X1)	0.623
Price (X2)	0.625
Delivery Accuracy (X3)	0.612
Customer Satisfaction (Y)	0.614

Source: Data processed from SPSS vr.25

Considering the outcomes The above reliability test yielded a Cronbach's alpha value more than 0.60, indicating the validity of the measurement tool used in this study.

Classic Assumption Test
Normality Test
Table 4. Normality Test Results

		Unstandardized Residual
N		146
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.86580081
Most Extreme Differences	Absolute	.066
	Positive	.066
	Negative	-.032
Test Statistic		.066
Asymp. Sig. (2-tailed)		.200[c,d]

Source: Data processed from SPSS vr.25

The significance of Asymp is readily discerned through reference to the provided table. The two-tailed significance value, denoted as Sig, stands at 0.200, Exceeding the typical limit of 0.05. This observation implies that the null hypothesis, H_o holds credence, as the residual data exhibits a consistent distribution. Notably, the observed value exceeding the alpha level (0.200 > 0.05) accentuates the statistical significance of the findings.

Multicollinearity Test
Table 5. Multicollinearity Test Results

Model	Tolerance	VIF
Service Quality	.818	1.223
Harga	.837	1.195
Delivery Accuracy	.933	1.072

Source: Data processed from SPSS vr.25

The information provided in the table strongly suggests that there is no evidence of multicollinearity among the independent variables in this research. This conclusion is drawn based on the fact that all variables exhibit Variance Inflation Factors (VIFs) below the threshold of 10 (VIF < 10), indicating no significant correlation issues. Furthermore, the tolerance values for all variables exceed 0.10 (tolerance value > 0.10), further affirming the absence of multicollinearity concerns.

Heteroscedasticity Test
Table 6. Heteroscedasticity Test Results

Variable	Sig	Conclusion
Service Quality (X1)	0.499	There are no symptoms of heteroscedasticity
Price (X2)	0.320	There are no symptoms of heteroscedasticity
Delivery Accuracy (X3)	0.000	Heteroscedasticity symptoms occur

Source: Data processed from SPSS vr.25

The findings from the Glejser test table unequivocally indicate that when the significance value (sig) exceeds 0.05, there is an absence of heteroscedasticity. In cases where both the Service Quality and Price variables exhibit sig values exceeding 0.05, it can be conclusively inferred that they fail to exhibit any indications of heteroscedasticity. Conversely, when the sig value falls below 0.05, it implicates the Delivery Accuracy variable as the source of symptoms indicative of heteroscedasticity.

Data Analysis
Multiple Linear Regression Test
The research utilized 146 participants to explore the relationship between service quality, price, and delivery accuracy with customer satisfaction through multiple regression analysis. Independent variables such as service quality, price, and delivery accuracy were included, while customer satisfaction served as the main dependent variable. This study aimed not only to understand the factors influencing customer satisfaction but also to evaluate the relative contributions of each factor in shaping overall customer satisfaction. Multiple regression analysis allowed for the identification of the influence of independent variables on customer satisfaction, providing in-depth insights into the dynamics of these variable relationships within the context of customer satisfaction.

$Y = a + \beta 1 X1 + \beta 2 X2 + \beta 3 X3 + e$

Table 7. Multiple Linear Regression Test Results

Model	B	Std. Error
Constant	7.855	1.762
Service Quality	.054	.079
Harga	.082	.086
Delivery Accuracy	.418	.101

Source: Data processed from SPSS vr.25

The results obtained from processing the data presented in the table lend themselves to the development of a multiple regression equation model:

Y=7.855+0.054.X1+0.082.X2+0.418.X3+e

Based on this equation it can be described as follows:

1. The fixed value remains at 7,855, highlighting its unchanging nature. This fixed value acts as a reference point, indicating that when service quality (X1), price (X2), and accuracy of delivery (X3) are all at zero, the resulting customer satisfaction (Y) remains at 7,855.

2. Within the regression model, the coefficient associated with the service quality variable (X1) demonstrates a positive value of 0.054. This numeric representation clarifies that for each incremental increase of 1 unit in service quality (X1), the corresponding increase in customer satisfaction (Y) is 0.054 units, assuming other independent variables remain constant.

3. The coefficient linked to the price variable (X2) in the regression model indicates a favorable value of 0.082. This numerical explanation suggests that for every additional unit in price (X2), the corresponding improvement in customer satisfaction (Y) increases by 0.082 units, assuming the constancy of other independent variables.

4. The regression coefficient pertaining to the accuracy of delivery variable (X3) reveals a positive coefficient value of 0.418. This numerical depiction signifies that with each incremental rise of 1 unit in the accuracy of delivery variable (X3), the resultant elevation in customer satisfaction (Y) amplifies by 0.418 units, provided the other independent variables remain constant.

Coefficient of Determination Test (R2)

Table 8. Determination Coefficient Test (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.378[a]	.143	.125	1.885

a. Predictors: (Constant), Delivery Accuracy, Price, Service Quality

Source: Data processed from SPSS vr.25

The information provided in the preceding table reveals that the coefficient of determination, commonly referred to as the R-squared value, stands at 0.143. This value is derived from the square of the correlation coefficient denoted as "R," which in this context equals 0.378. Therefore, by squaring 0.378, we arrive at 0.143. Consequently, the coefficient of determination, also known as R Square, amounts to 0.143, equivalent to 14.3%. This statistic indicates that the collective influence of the service quality (X1), price (X2), and delivery accuracy (X3) variables on customer satisfaction (Y) occurs jointly, accounting for 14.3% of the variance in customer satisfaction. Conversely, factors beyond these variables, either omitted from this regression analysis or not investigated, contribute to the remaining proportion of variance (85.7%).

Hypothesis Testing
Simultaneous Test (F Test)

Table 9. F Test Results

Model		F	Say.
1	Regression	7.900	.000[b]
	Residual		
	Total		

Source: Data processed from SPSS vr.25

The results displayed in the previous table clearly indicate that the calculated f value stands at 7,900. With this f value exceeding the critical threshold of 2.67 and the significance value registering at 0.000, which is well below the conventional threshold of 0.05, it can be reasonably deduced that Customer Satisfaction is notably influenced by Service Quality, Price, and Delivery Accuracy, either in combination or individually.

Partial Test (t Test)
Table 10. t test results

Model		t	Say.
1	(Constant)	4.458	.000
	Service quality	.678	.499
	Price	.958	.340
	Delivery Accuracy	4.125	.000

a. Dependent Variable: Customer Satisfaction
Source: Data processed from SPSS vr.25

Based on the results of the table above, the t test results can be explained as follows:

1. The examination of Service Quality (X1) yielded a significance value of 0.499, above the typical threshold of 0.05. With a calculated t value of 0.678, lower than the critical t value of 1.655, the null hypothesis (H0) is accepted, rejecting the alternative (H1). Thus, Service Quality (X1) is inferred to have no discernible impact on Customer Satisfaction (Y).

2. The assessment of Price (X2) resulted in a significance value of 0.340, exceeding the common level of 0.05. The calculated t value of 0.958 remains below 1.655, leading to the acceptance of the null hypothesis (H0) and rejection of the alternative (H1). Therefore, it's concluded that Price (X2) does not notably influence Customer Satisfaction (Y).

3. Scrutinizing Delivery Accuracy (X3), the significance value is 0.000, below the customary threshold. The calculated t value of 4.125 surpasses 1.655, refuting the null hypothesis (H0) and endorsing the alternative (H1). Hence, it's inferred that Delivery Accuracy (X1) significantly influences Customer Satisfaction (Y).

DISCUSSION
The Influence of Service Quality on Customer Satisfaction
The research findings indicate an insignificant correlation between service quality and customer satisfaction. This conclusion is supported by the calculated t value of 0.678, which is lower than the critical t value of 1.655, as determined by the t-table (0.678 < 1.655). Additionally, the p-value of 0.000 is significant, surpassing the customary threshold of 0.05 (0.000 > 0.05). These results suggest that variations in service quality levels do not significantly affect customer satisfaction. This aligns with prior research by Putri & Surianto (2024), which also found that factors related to service quality have minimal impact on customer satisfaction.

The Effect of Price on Customer Satisfaction
The research findings suggest that, with a calculated t value of 0.958 falling below the critical t-table value of 1.655 (0.958 < 1.655), and an observed significance level of 0.340 surpassing the conventional threshold of 0.05 (0.340 > 0.05), there is no significant influence of price on customer satisfaction. While there appears to be a positive correlation between price and customer satisfaction, it's noted that this impact is not substantial. This lack of significance can be attributed to the specialized nature of the delivery service, which primarily deals with transporting cement, building materials, and mining products. Consequently, price is not a primary determinant affecting consumer decisions when using this delivery service. These findings echo the conclusions of Sudigdo and Taufik's (2021) study, which also observed a lack of significant influence of price on customer satisfaction.

The Effect of Delivery Accuracy on Customer Satisfaction
The calculated t value of 4.125, surpassing the critical t table value of 1.655, strongly indicates that delivery accuracy significantly and positively impacts customer satisfaction, as evidenced by the research findings (4.125 > 1.655). Moreover, with a p-value of 0.000, substantially lower than the conventional significance level of 0.05 (0.000 < 0.05), these results emphasize the strength of this positive association. This highlights that as the company enhances its delivery accuracy, customer satisfaction tends to increase accordingly, revealing a direct correlation between the two variables.

CONCLUSION

The aforementioned discussion, as evidenced by the findings from the research study titled "The Influence of Service Quality, Price, and Delivery Accuracy on Customer Satisfaction" conducted at PT YZ in Java Island, was facilitated by the dissemination of online questionnaires. The inference that can be made is that Service Quality does not exert any discernible influence on Customer Satisfaction within PT YZ's operations on the island of Java. Furthermore, it appears that Customer Satisfaction remains impervious to pricing strategies employed by PT YZ in Java. Interestingly, within this context, it is observed that delivery accuracy significantly contributes to enhancing customer satisfaction levels at PT YZ's Java-based facilities, thereby indicating a noteworthy and positive correlation between the two variables. The conclusion drawn from the discussion on the Impact of Service Quality, Pricing, and Delivery Accuracy on Customer Satisfaction suggests that companies ought to conduct thorough assessments of their service quality. This entails offering customers the facility to track the real-time progress of their deliveries, thereby enabling them to effortlessly monitor the status of their orders throughout the delivery process. Delivery accuracy is enhanced over time through the systematic analysis of delivery delay data, wherein the causes of delays are identified and appropriate corrective measures are implemented, thereby contributing to the overall enhancement of delivery performance. For any subsequent researchers keen on advancing this study further, it is recommended that they incorporate additional variables known to impact customer satisfaction. Specifically, they could consider integrating variables such as Customer Adoption Capability and Goods Safety into their analyses. It is anticipated that there will be an augmentation in the quantity of research samples or the utilization of diverse data analysis methodologies in order to yield more refined and comprehensive datasets.

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